



**TOWN OF PURCELLVILLE
BOARD OF ARCHITECTURAL REVIEW**

February 18, 2014
7:30 p.m.

- 1) **Call to Order** – Pat Giglio, Chairman
- 2) **Public Comments** – Citizens who are not representing an application before the Board will be given an opportunity to speak (3 minute limit per speaker)
- 3) **Action Items – Additions, Alterations & Demolitions:**
 - a) CDA14-01 AutoZone (711 East Main Street)
 - b) CDA14-02 Mary Ellen Stover Antiques Awning Fabric Replacement (120 N 21st Street)
- 4) **Action Items – Amendments:**
 - a) None
- 5) **Action Items – New Construction:**
 - a) None
- 6) **Discussion Items**
 - a) Content of Meeting Minutes
- 7) **Information Items**
 - a) Results of Appeals to Town Council Regarding Vineyard Square
- 8) **Approval of Minutes:**
 - a) November 19, 2013 Regular Meeting
 - b) December 18, 2013 Regular Meeting
- 9) **Adjournment**

If you require any type of reasonable accommodation as a result of physical, sensory or mental disability in order to participate in this meeting OR if you would like an expanded copy of this agenda, please contact the Department of Planning at (540) 338-2304 at least twenty-four hours in advance of the meeting. Expanded copies of the agenda may not be available the night of the meeting, please request a copy in advance.

USE OF ELECTRONIC DEVICES DURING MEETINGS For the comfort and consideration of others, all cellular phones must be turned off and cannot be used in the Council Chambers. Pagers must be set on silent or vibrate mode. This is requested because of potential interference with our recording devices and the transmittal of our hearing impaired broadcast.



STAFF REPORT

TO: Chairman and Members of the Board of Architectural Review
FROM: Daniel Galindo, AICP
RE: CDA14-01 AutoZone
DATE: January 15, 2014

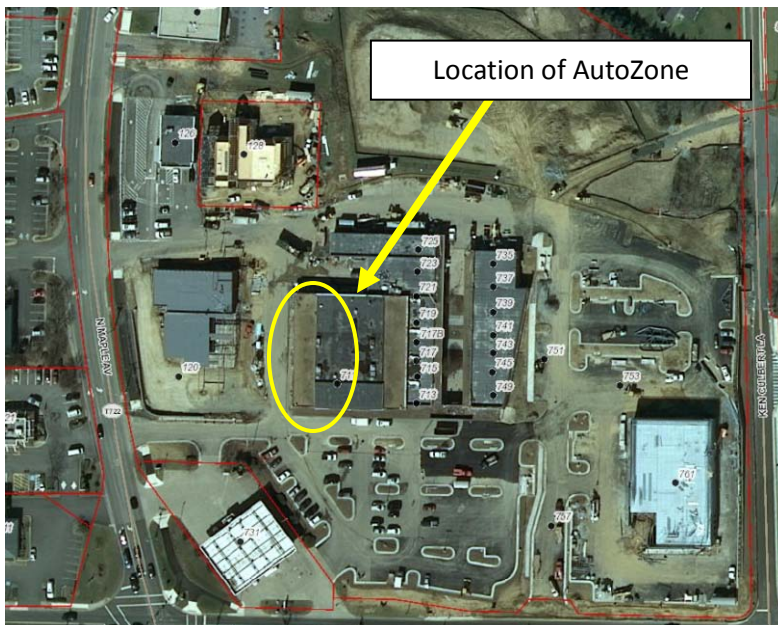
Name:	<u>AutoZone</u>	Location:	<u>Shoppes at Main and Maple</u>
Project:	<u>N/A</u>	Tax Map Number:	<u>/36/////////23/</u>
Address:	<u>711 East Main Street</u>	Loudoun County PIN:	<u>488-30-6864</u>
Located in the Historic District?	<u>Yes</u>	Contributing Structure?	<u>No</u>
Zoning District:	<u>MC/HC</u>	Conformity:	<u>N/A</u>

Comments: Application for façade alterations to western portion of main space at the Shoppes at Main and Maple

The application is evaluated under the MC Mixed Commercial District regulations (see Article 4, Section 7 in the Zoning Ordinance), Design Criteria of the Historic Corridor Overlay District (see Article 14A, Section 8.1 in the Zoning Ordinance) and the Design Guidelines for the Town of Purcellville, Virginia (Guidelines).

BACKGROUND

AutoZone has submitted an application requesting design approval for façade alterations to the western portion of main space at the Shoppes at Main and Maple, located at 711 East Main Street. This space recently housed ReStore. The applicant proposes to fill in the westernmost existing window with brick and replace the existing windows with new windows and a doorway that would incorporate red framing. This represents significant changes from the elevation originally proposed through the incorporation of modifications suggested by staff.



ZONING ANALYSIS: MC

LAND USES

The proposed use of retail sales of auto parts is permitted as a "Retail sales establishment of not more than 10,000 square feet" in the MC District.

LOT SIZE STANDARDS

Not applicable to this application.

YARD AND SETBACK STANDARDS

Not applicable to this application.

HEIGHT STANDARDS

Not applicable to this application.

ZONING ANALYSIS: HISTORIC CORRIDOR OVERLAY

DESIGN CRITERIA

The board and, on appeal, the town council shall use the following standards and criteria in considering applications other than demolitions filed under this article:

- (1) “Whether or not the proposed architectural design is suitable for Purcellville's historic small town character in terms of external architectural features, including signs subject to public view, general design and arrangement, texture, color, line, mass, dimension, material and lighting.”

This proposal maintains the existing appearance of the building with the primary modifications of adding a doorway and incorporating red framing in the storefront. This is further analyzed in the Guidelines Analysis below.

- (2) “Whether or not the proposed structure, building or improvement is compatible with existing well-designed structures, acceptable to the board, in the vicinity and in the town as a whole.”

This proposal does not modify the existing building to an extent that would alter its compatibility with other structures in the vicinity or in the town as a whole.

- (3) “Whether or not, and to what extent, the proposed structure, building or improvement would promote the general welfare and protect the public health, safety and morals by tending to maintain or augment the town's tax base as a whole, generating business activity, maintaining and creating employment opportunity, preserving historical sites and structures and making the town a more attractive and desirable place in which to live.”

This proposal is being submitted by a business that would be opening its first location in Purcellville thereby creating new jobs. Therefore, this proposal would promote the general welfare by augmenting the town's tax base, generating business activity, and creating employment opportunity.

- (4) “Whether or not proposed buildings use the same or architecturally harmonious materials, color, texture and treatment for all exterior walls.”

The majority of the materials, colors, textures and treatments would remain consistent with the existing building with the potential exception of the proposed red framing on the storefront. The red framing is requested to reflect the colors of the applicant's corporate identity while maintaining the divided lite windows presently found on the building.

- (5) “Whether or not the combination of architectural elements proposed for a structure, building or improvement, in terms of design, line, massing, scale, proportion, dimension, color, material, texture, lighting, landscaping and roofline and height conform to accepted architectural principles for permanent buildings as contrasted with engineering standards designed to satisfy safety requirements only; and exhibit external characteristics of demonstrated architecture and aesthetic durability and quality.”

AutoZone's proposal maintains the building's existing architectural elements which exhibit aesthetic durability and quality.

- (6) “Whether or not, in terms of design, material, texture, color, lighting, landscaping, dimension, line, massing, scale, proportion, roof line and height, the proposed structure, building or improvement is designed to serve primarily as an advertisement or commercial display, exhibits exterior characteristics likely to deteriorate rapidly, would be of temporary or short-term architectural or aesthetic acceptability, would be plainly offensive to human sensibilities or would otherwise constitute a reasonable foreseeable detriment to the community.”

The materials and treatments proposed are all durable materials, and the incorporation of the applicant's corporate colors would serve as a subtle advertisement notifying prospective consumers of the business's location. This proposal is not plainly offensive to human sensibilities nor does it constitute a foreseeable detriment to the community.

GUIDELINES ANALYSIS

CONTEXT AND COMPATIBILITY

The Guidelines state that “scale, orientation, relationship and character of the built environment make up its context” (pg. 6). This section lays out several “rules of thumb” pertaining to conceptualism and compatibility with the following being applicable to this development.

- (i) “All new construction and development should incorporate those characteristics of the Town that exhibit a positive distinctive architectural style and/or established functional or landscape patterns.” (pg. 7)

This proposal makes minor modifications to an existing building that exhibits positive distinctive architectural style.

- (iii) “Transitions between existing and new buildings or additions should be gradual. The height and mass of new projects or construction should not create abrupt changes from those of existing buildings.” (pg. 7)

The proposed modifications to this building would not alter its height or mass.

- (v) “Buildings should be oriented to connect with high activity areas, such as restaurant dining areas or major pedestrian areas, in order to create connections and linkages.” (pg. 7)

This proposal maintains the existing covered walkway allowing pedestrians to easily walk to other businesses within the development.

SITE DEVELOPMENT

Street Frontage

The Guidelines “strongly encourag[e] that the front building façade...[and] the predominant major building point of entry shall be oriented toward the major street. (pg. 8)

The primary entrance to AutoZone's leased space maintains the current orientation toward East Main Street.

Pedestrian Access

“Pedestrian access to the site should be considered equally with vehicular access. Sidewalks and night lighting should be designed to encourage pedestrian traffic.” (pg. 9)

The Shoppes at Main and Maple were very recently renovated with these renovations improving pedestrian access to the site.

GENERAL DESIGN GUIDELINES

Façade Articulation

- a) “Long, blank, unarticulated street wall facades without window or door openings are prohibited. Walls should be divided into a series of structural bays.” (pg. 12)

This application proposes no changes to the north or west walls of the building which are largely blank and unarticulated currently. The proposed alterations to the front (south) façade would maintain significant window and door openings.

- b) “Monolithic street wall facades should be “broken” by vertical and horizontal articulation (e.g. sculpted, carved or penetrated wall surfaces) characterized by: (a) breaks (reveals, recesses) in the surface of the wall plane; (b) placement of window and door openings; or (c) placement of balconies, awnings, and canopies.” (pg.12)

The front façade is articulated through the incorporation of numerous windows and a doorway.

- c) “Large unbroken facade surfaces at the storefront level must be avoided. This can be achieved in a number of ways including: (a) dividing the facade into a series of display windows with smaller panes of glass; (b) constructing the facade with small human scale materials such as brick or decorative tile along bulkheads; (c) providing traditional recessed entries; (d) careful sizing, placement, and overall design of signage; and (e) providing consistent door and window reveals.” (pg. 12)

Façade surfaces at the storefront level are broken by use of display windows, which are consistent with those currently found on the building, and brick.

Storefront Design

- b) “Commercial storefronts and entries are typically recessed and/or sheltered by a covered arcade structure, canopy or awning. This can provide additional display area, a sheltered transition to the interior of the store and emphasizes the entrance. Recessed entries should be retained and are strongly encouraged in new storefront construction.” (pg. 14)

This proposal retains the existing covered arcade.

- d) “Façade Color: Color preferences are very subjective. The intent of these design guidelines is not to limit creativity or personality but to provide guidance to the types of colors that are both respectful and complimentary to the architecture as well as the Town. The use of light, subdued or neutral colors and natural building materials, such as brick, wood or stone is encouraged.” (pg. 14)

The façade would continue to consist primarily of “light, subdued or neutral” brick.

- e) “A visually interesting streetscape with varied but compatible colors and materials is the desired objective of the Design Guidelines. Property owners are encouraged to paint their structure a field and trim color that is complimentary to the adjacent property.” (pg.15)

The field color will remain the existing brick, and the predominant trim color is white which is compatible with the rest of the building. Even the red of the proposed storefront framing is found on the buildings or signage related to the nearby businesses of Exxon, Walgreens, and the Coney Island Diner.

- f) “One base color should be used for the entire facade. Different trim colors are encouraged however these guidelines recommend limiting façade trim colors to a maximum of three different colors.” (pg.15)

Only one base color is proposed for the façade, and two trim colors are proposed.

- h) “Primary colors on façade exteriors is inconsistent with the character encouraged by these design guidelines and should be considered with caution.” (pg.15)

As noted above, the red of the proposed storefront framing is found in numerous locations within a few hundred feet of the AutoZone exterior.

Windows

“Aesthetically, a building with plenty of window area coupled with articulations such as shutters, holdbacks, substantial window cornices and sills is far more inviting and provides a sense of quality and permanence. As a general rule, businesses with generous amounts a glass area tend to be visible and potentially more successful than businesses that are less visible from the street and present a “closed-in” appearance.” (pg. 15)

The proposed design contains significant window area on the front façade.

Doors

- a) “Doors should be accentuated with simply detailed, high quality hardware, kickplates, authentically styled locks and hardware and possibly attractive painted signage.” (pg. 17)

The hollow body aluminum doors are high-quality although they lack detailing or authentically styled locks.

- b) “Wood doors with wood storefront windows are preferable to aluminum systems. If aluminum systems are absolutely necessary, a pre-finished color (compatible with the approved color scheme) is preferred. Mill finish aluminum or dark bronze finish is strongly discouraged.” (pg. 17)

Doors are proposed to be “clear anodized alum[inum]” which is the standard finish for the applicant. The oils and grime from customers’ hands and scratches, dents and dings present less maintenance issues on clear anodized while they are very noticeable on pre-finished doors.

- c) “Retail shop doors should contain a high percentage of glass.” (pg. 17)

The doors would contain a high percentage of glass.

- e) “Use of clear glass on the first floor is strongly recommended.” (pg. 17)

Most of the storefront glass would be clear although the westernmost window would have black glass as that window shares a wall with AutoZone’s proposed merchandise storage area.

Roofs

No changes to the roof are proposed.

Building Materials

The Guidelines state that “whenever possible, it is desired that time honored materials, present at the beginning of the twentieth century, are used in order to further the historic charm of the town. Natural materials age more gracefully and hold up better over time than many of the newer products.” (pg. 18)

Proposed time honored materials include: clear glass and brick. Discouraged materials currently proposed include: opaque glass.

Exterior Columns

No changes to the building’s existing columns are proposed.

Rear Entrances

No changes to the rear entry are proposed.

LIGHTING

No changes to the building's lighting are proposed.

FINDINGS

- 1) The proposed design for AutoZone satisfies the requirements of the MC zoning district and it is a permitted use in the district.
- 2) The proposed design satisfies the design criteria of the HC Overlay zoning district.
- 3) The proposed design generally satisfies the Guidelines with the primary exceptions of the black opaque glass and red storefront framing.
- 4) The use of black opaque glass is justified by the window's location on the building as clear glass would display only a merchandise storage area.
- 5) The use of red storefront framing is justified as a subtle reflection of the applicant's corporate image on an overall design which is very compatible with the existing building.

RECOMMENDATION

Staff recommends that the BAR approve the application for design approval as presented. The applicant has graciously worked with staff to modify the originally submitted design into the current proposal which better complies with the Guidelines. While the black opaque glass and red storefront framing are not recommended by the Guidelines, there are valid reasons for these design choices to be incorporated into the presented design which respects the existing building.

ACTION:

One of following sample motions should be used:

I move that the BAR approve CDA14-01 AutoZone as presented.

-Or-

"I move that the BAR approve CDA14-01 AutoZone with the following required conditions:

- A.
- B.
- C.

And/or the following recommendations:

- A.
- B.

-Or-

"I move that the BAR not approve CDA14-01 AutoZone for the following reasons:

- A.
- B.
- C.



Existing Façade



View of Shoppes at Main and Maple



CERTIFICATE OF DESIGN APPROVAL

221 S. Nursery Avenue Purcellville, VA 20132
Phone: 540-338-2304 Fax: 540-338-7460

CDA # 14-01

Please fill out all information in order to ensure the scheduling of your agenda item

Street Address of Property: 711 East Main St Parcel #: _____
Owner Name: SRB Enterprises LLC
Business Name: Auto Zone
Authorized Agent (if applicable): Carolyn Thoenert
Mailing Address: 123 S. Front St Memphis TN 38103
Daytime Telephone Number (s): 901 495 8994

Project Description

☐ New construction ☐ Addition ☒ Alteration ☐ Accessory Structure ☐ Demolition
☐ Repainting ☐ Minor Landscaping Structure ☐ CDA Amendment ☐ Other: _____

Contractor: TBD
Address: _____ Phone: _____

Written Description Attach additional sheet, if necessary: Describe clearly and in detail the nature of the project, including exact dimensions for materials to be used (e.g., width of siding, windows and window trim, etc.)

modify storefront & entry location. New Red Kynar finished
storefront framing, white trim & muntins matching existing.
some wall infill to match existing brick.

Acknowledgement of Responsibility

I understand that all CDA application materials must be complete and must be submitted fourteen (14) days before the BAR meeting date and that I or an authorized representative must be present at the meeting; otherwise consideration will be deferred to the following meeting. I agree to comply with the conditions of this certificate and all other applicable Town regulations and to pursue this project in strict conformance with the plans approved by the BAR. I also understand that the BAR or Town Staff may need to perform an inspection of my property as it relates to this application. I understand that no changes are permitted without prior approval of the Town, and that failure to follow approved plans is a violation of the Purcellville Town Code and Zoning Ordinance.

Signature of Owner or Authorized Agent: Carolyn Thoenert
Printed name: Carolyn H Thoenert

See reverse side of this form for required submission materials. Applications will not be accepted for scheduling without all required materials. The submission deadline for complete applications is fourteen days prior to the meeting date.

CDA APPLICATION FORM (page 2 of 3)

MINIMUM SUBMISSION REQUIREMENTS: Please note that all of the following materials must be delivered to the Department of Community Development 14 days prior to the BAR meeting or your application will be postponed until the following month's agenda. Include twelve (12) copies of the following information. Use the checklist below to ensure the application is complete. (Use N/A if item is not applicable to your project).

✓ Application. 12 copies of this application form, filled out in its entirety.

✓ Fee. All applicable fees must be paid to the Town before your agenda item is scheduled.

✓ Architectural Drawings – **12 full size copies and one 11"x17" copy. FOLDED:**

✓ Dimensioned outline of the building

✓ Dimensioned elevation of new construction and adjacent existing elevations

NA Site Plan(s) with scale 1/4" = 1' (for new construction and additions)

NA Site Section(s) with scale 1/4" = 1' (when requested by BAR)

✓ Photographs – For new construction/alterations provide at least 3 views of area.

✓ Specifications of Exterior Materials – **Please complete the attached Architectural Materials Checklist.**

Specifications to include, but not be limited to: Roofing, siding, windows & doors, trim work, color scheme, chimneys, shutters, utilities and mechanical equipment locations and specifications, exterior lighting, fencing, walls, and paving. (Include color copies of manufacturer's specification sheets)

NA Demolition – See Demolition section of *Purcellville Design Guidelines* for requirements.

NOTE: All materials submitted will become the property of the Town of Purcellville.

OFFICE USE ONLY – Date of Application: _____ **CDA#:** 14-01 **Fee:** _____ **Paid:** _____

BAR Action: ☐ Approval ☐ Conditional Approval ☐ Denial **Date:** _____

BAR Comments/Conditions: _____

Application Approved: _____ **Date:** _____

Zoning Administrator

If Appealed, Town Council Action: ☐ Approved ☐ Denied **Date:** _____

Town Council Conditions: _____

THIS CERTIFICATE EXPIRES ONE YEAR FROM THE APPROVAL DATE IF THE AUTHORIZED ACTIVITY HAS NOT BEEN COMMENCED AND DILIGENTLY PURSUED. NO DEVIATIONS FROM THE APPROVED PLANS ARE PERMITTED WITHOUT PRIOR APPROVAL OF THE BAR.

FOR MINOR PROJECTS ONLY

Minor Project Exemption Approved: _____ **Date:** _____

Zoning Administrator

THIS EXEMPTION EXPIRES ONE YEAR FROM THE APPROVAL DATE IF THE AUTHORIZED ACTIVITY HAS NOT BEEN COMMENCED AND DILIGENTLY PURSUED. ISSUANCE OF A MINOR PROJECT EXCLUSION SHALL NOT RELIEVE THE APPLICANT, CONTRACTOR, TENANT OR PROPERTY OWNER FROM OBTAINING ANY OTHER REQUIRED PERMIT

Architectural Materials Checklist:

This checklist is intended to assist you in preparing your application to the Board of Architectural Review. This is not intended to replace your application or any other requirements of the Design Guidelines and Standards.

Foundation:

Material: (example- Brick, Stone, Concrete, etc) NA

Color: _____

Roofing:

Material: (example- standing seam metal, shingles, shakes, etc) NA

Color: (example- copper, prefinished, painted, etc) _____

Exterior Wall Surfaces:

Material(s): (example - brick, stucco, hardiplank siding, board and batten, etc)

New Brick infill will match existing

Color(s): _____

Windows and Doors:

Window/Door Type: (example: Aluminum storefront, Double Hung, Casement, etc)

Red Kynar finished storefront framing, clear anodized aluminum doors

Window/Door Material: (example: Wood, aluminum clad, vinyl clad, etc)

Alum.

Muntins (example: true divided, simulated divided, etc)

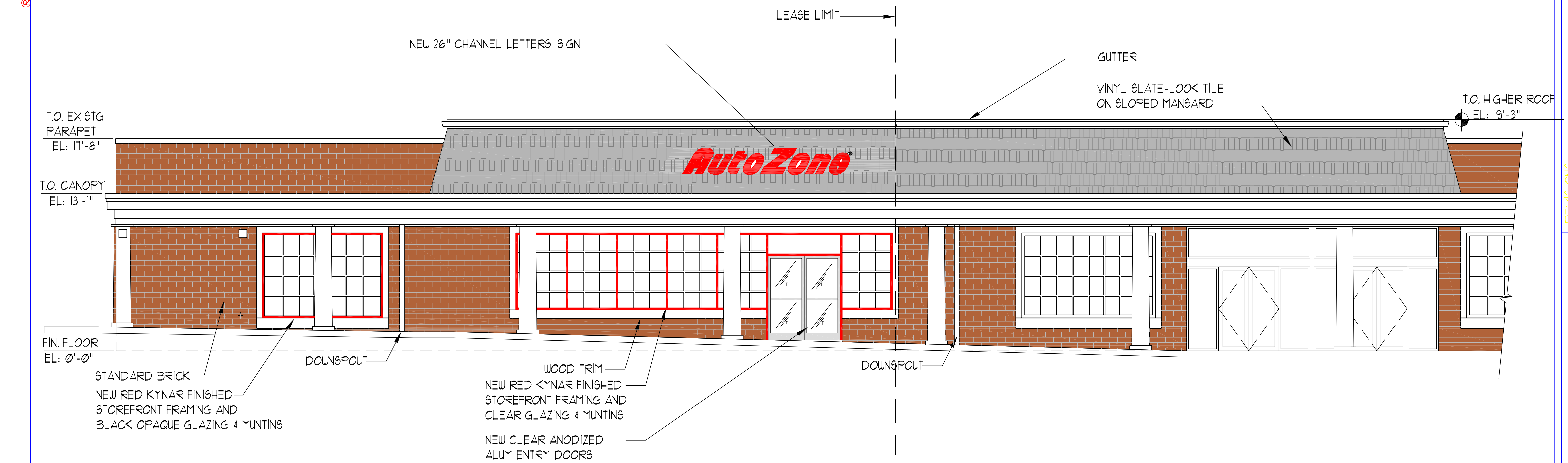
match existing

Other Materials: (to include but not be limited to Shutters, trim, porches, chimneys, etc)

Material(s): none

Color(s): _____

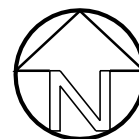
For alterations and renovations, if any changes are proposed to an existing structure's materials and/or color scheme please outline them below (attach a separate sheet if needed):


$$1/4'' = 1' - \emptyset''$$

EXTERIOR ELEVATION - FRONT

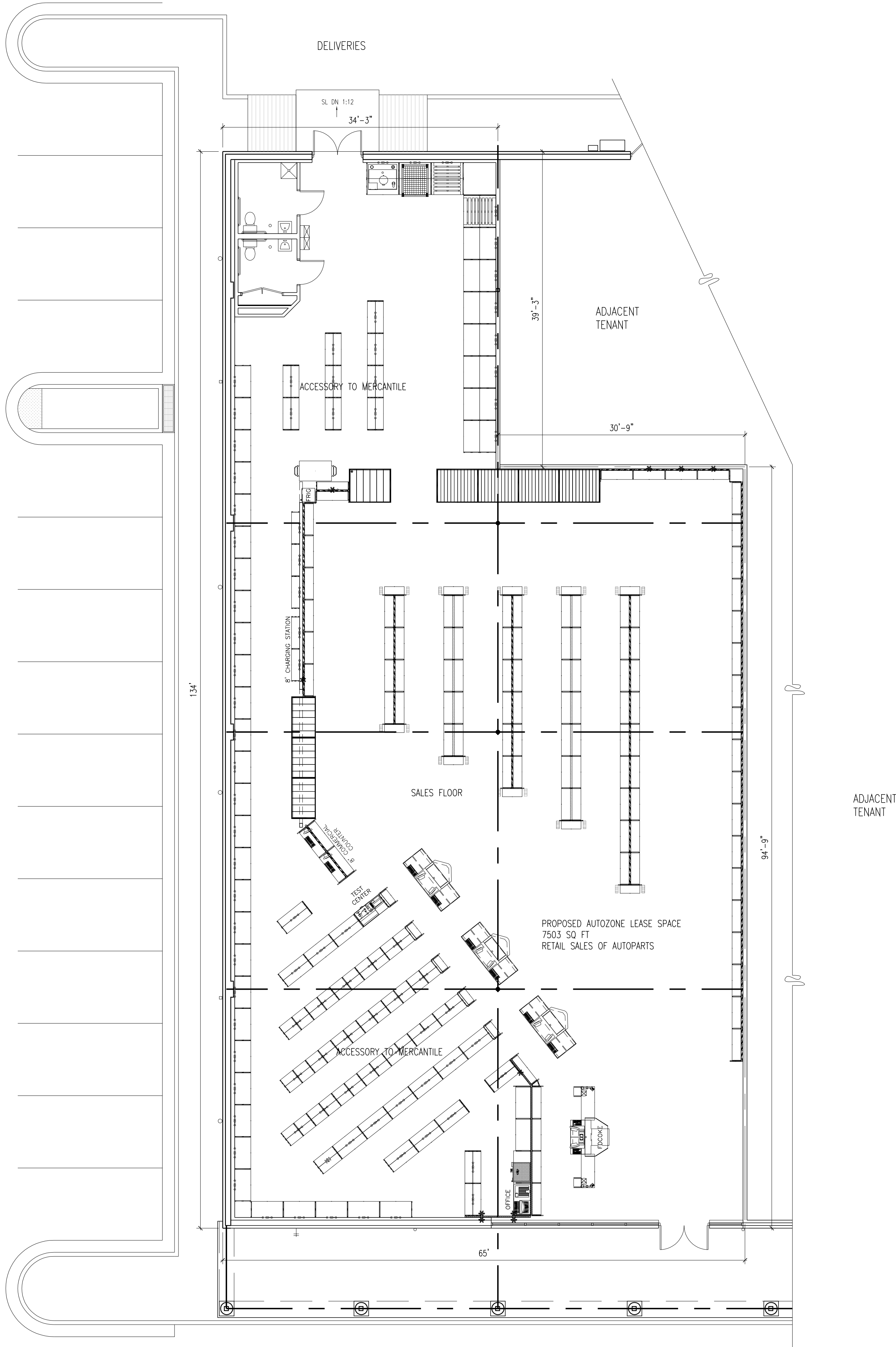
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01-06-14		REMODEL	
CE-			
Architect: LEW ELLIS 123 South Front Street Memphis, Tennessee 38103 TEL: 901-495-8994 FAX: (901) 495-8969 For Bidding & Contractor Information Contact: Mr. Gary L. Ellis Construction Project #04-1017		AutoZone Store No. 6425 711 EAST MAIN ST PURCELLVILLE VA 20132	
		REVISIONS 1 01-13-14 2 3	4 5 6



FLOOR PLAN
1/8" = 1'-0"

NO PROPOSED
CHANGES TO
SITE PARKING



Architect: LEWELLIS
123 South Front Street
Memphis, Tennessee 38103
TEL: 901-495-8994 FAX: (901) 495-8969
For Bidding & Contractor Information Contact:
McGraw - Hill Construction Tel. 615-884-1017
www.construction.com

AutoZone Store No. 6425
711 EAST MAIN ST
PURCELLVILLE VA 20132
FLOOR PLAN / KEYNOTES

REVISIONS

1		4
2		5
3		6

01-06-14

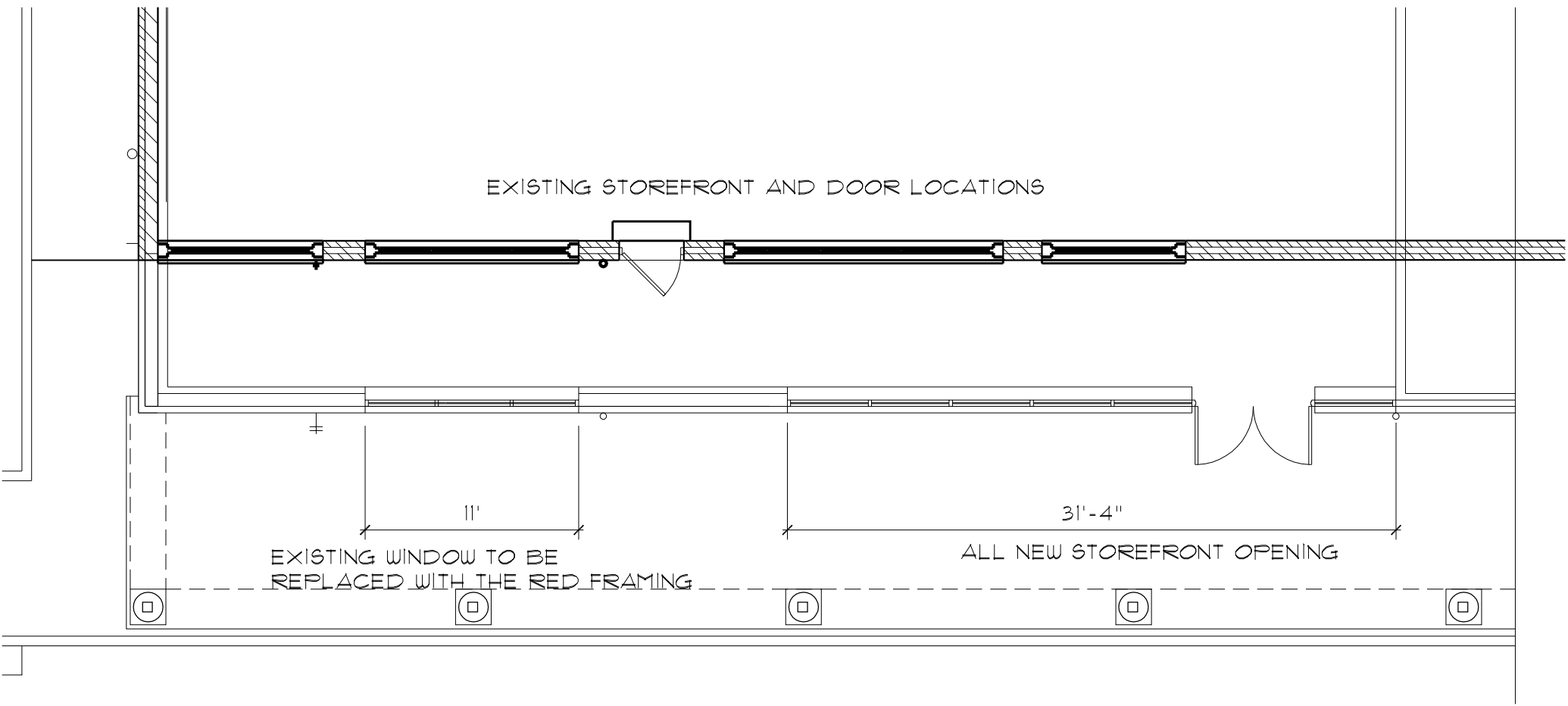
REMODEL

A-1

EXISTING STOREFRONT AND DOOR LOCATIONS

EXISTING WINDOW TO BE
REPLACED WITH THE RED FRAMING

ALL NEW STOREFRONT OPENING





STAFF REPORT

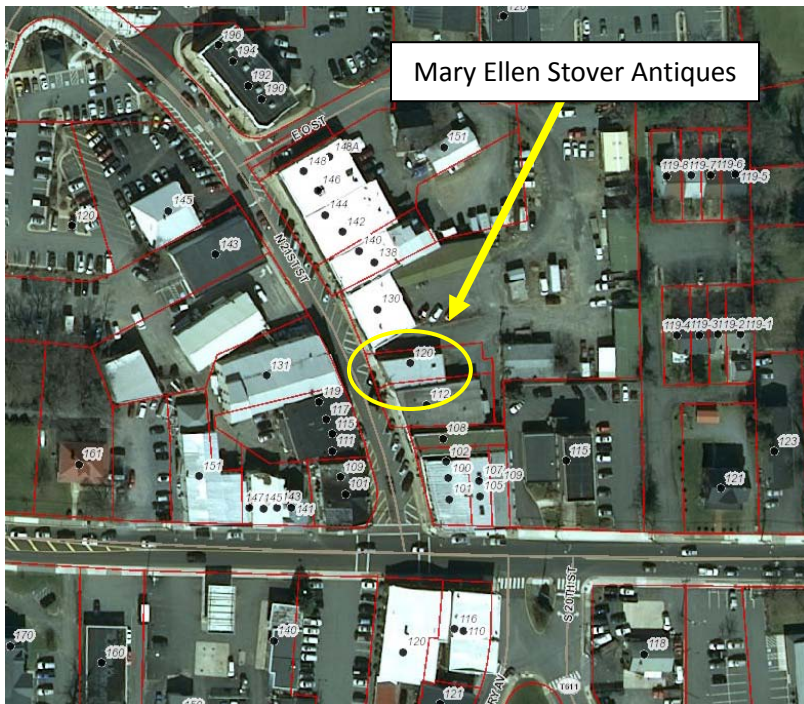
TO: Chairman and Members of the Board of Architectural Review
FROM: Daniel Galindo, AICP
RE: CDA14-02 Mary Ellen Stover Antiques Awning Fabric Replacement
DATE: February 12, 2014

Name:	<u>Mary Ellen Stover Antiques</u>	Location:	<u>Downtown Purcellville</u>
Project:	<u>Awning Fabric Replacement</u>	Tax Map Number:	<u>/35A1/220///6/</u>
Address:	<u>120 North 21st Street</u>	Loudoun County PIN:	<u>488-37-5745</u>
Located in the Historic District?	<u>Yes</u>	Contributing Structure?	<u>Yes</u>
Zoning District:	<u>C-4/HC</u>	Conformity:	<u>Yes</u>
Comments: <u>Façade Improvement Program application for awning fabric replacement</u>			

The application is evaluated under the C-4 Mixed Commercial District regulations (see Article 4, Section 9 in the Zoning Ordinance), Design Criteria of the Historic Corridor Overlay District (see Article 14A, Section 8.1 in the Zoning Ordinance) and the Design Guidelines for the Town of Purcellville, Virginia (Guidelines).

BACKGROUND

Mary Ellen Stover has submitted a Façade Improvement Program application for the replacement of the fabric of her existing awning along North 21st Street. This program requires applications to be approved by the Board of Architectural Review prior to final approval by the Economic Development Advisory Committee. Ms. Stover's proposal is to replace the existing fabric with new fabric of a similar design.



ZONING ANALYSIS: C-4

LAND USES

The existing use of retail sales of antiques is a permitted use in the C-4 District.

LOT SIZE STANDARDS

Not applicable to this application.

YARD AND SETBACK STANDARDS

Not applicable to this application.

HEIGHT STANDARDS

Not applicable to this application.

ZONING ANALYSIS: HISTORIC CORRIDOR OVERLAY

DESIGN CRITERIA

The board and, on appeal, the town council shall use the following standards and criteria in considering applications other than demolitions filed under this article:

- (1) “Whether or not the proposed architectural design is suitable for Purcellville's historic small town character in terms of external architectural features, including signs subject to public view, general design and arrangement, texture, color, line, mass, dimension, material and lighting.”

This proposal seeks to maintain the existing appearance of the building through the replacement of a worn awning fabric with new fabric.

- (2) “Whether or not the proposed structure, building or improvement is compatible with existing well-designed structures, acceptable to the board, in the vicinity and in the town as a whole.”

This proposal does not modify the existing building to an extent that would alter its compatibility with other structures in the vicinity or in the town as a whole.

- (3) “Whether or not, and to what extent, the proposed structure, building or improvement would promote the general welfare and protect the public health, safety and morals by tending to maintain or augment the town's tax base as a whole, generating business activity, maintaining and creating employment opportunity, preserving historical sites and structures and making the town a more attractive and desirable place in which to live.”

This proposal ensures that the town remains an attractive and desirable place to live.

- (4) “Whether or not proposed buildings use the same or architecturally harmonious materials, color, texture and treatment for all exterior walls.”

Not applicable to this application.

- (5) “Whether or not the combination of architectural elements proposed for a structure, building or improvement, in terms of design, line, massing, scale, proportion, dimension, color, material, texture, lighting, landscaping and roofline and height conform to accepted architectural principles for permanent buildings as contrasted with engineering standards designed to satisfy safety requirements only; and exhibit external characteristics of demonstrated architecture and aesthetic durability and quality.”

This proposal maintains an existing architectural element which exhibits aesthetic durability and quality.

- (6) “Whether or not, in terms of design, material, texture, color, lighting, landscaping, dimension, line, massing, scale, proportion, roof line and height, the proposed structure, building or improvement is designed to serve primarily as an advertisement or commercial display, exhibits exterior characteristics likely to deteriorate rapidly, would be of temporary or short-term architectural or aesthetic acceptability, would be plainly offensive to human sensibilities or would otherwise constitute a reasonable foreseeable detriment to the community.”

This proposal replaces a material which would otherwise continue to deteriorate and is not plainly offensive to human sensibilities nor constitutes a foreseeable detriment to the community.

GUIDELINES ANALYSIS

AWNINGS AND CANOPIES

- a) “Awnings are encouraged and should be a single color or two-color stripes. Lettering and trim, utilizing other colors is allowed in the valance area and will be considered signage. All awning signage must comply with the Town’s Zoning Regulations.” (pg. 20)

The proposed fabric includes stripes with predominate colors of green and maroon along with extremely narrow lines of black.

- b) “Awning shape should relate to the window or door opening and be sympathetic to the building design. Barrel shaped awnings should be used to complement arched windows while rectangular awnings should be used on rectangular windows.” (pg. 20)

The awning will continue to be a rollout style resulting in a rectangular form.

- c) “All awnings should be well maintained, washed regularly, and replaced when faded or torn.” (pg. 20)

This proposal seeks to maintain the awning through the replacement of a worn fabric.

FINDINGS

- 1) The proposal satisfies the requirements of the C-4 zoning district and it is a permitted use in the district.
- 2) The proposal satisfies the design criteria of the Historic Corridor Overlay zoning district.
- 3) The proposed design satisfies the applicable Guidelines.

RECOMMENDATION

Staff recommends that the BAR approve the application for design approval as presented.

ACTION:

One of following sample motions should be used:

I move that the BAR approve CDA14-02 Mary Ellen Stover Antiques Awning Fabric Replacement as presented.

-Or-

“I move that the BAR approve CDA14-02 Mary Ellen Stover Antiques Awning Fabric Replacement with the following required conditions:

- A.
- B.
- C.

And/or the following recommendations:

- A.
- B.

-Or-

“I move that the BAR not approve CDA14-02 Mary Ellen Stover Antiques Awning Fabric Replacement for the following reasons:

- A.
- B.
- C.



Existing Façade and Awning



Sample of Proposed Fabric



CERTIFICATE OF DESIGN APPROVAL

221 S. Nursery Avenue Purcellville, VA 20132
Phone: 540-338-2304 Fax: 540-338-7460

CDA # 14-02

Please fill out all information in order to ensure the scheduling of your agenda item

Street Address of Property: 120 N. 2nd Street Parcel #: 488375745
Owner Name: Mary Ellen Stover
Business Name: Mary Ellen Stover Antiques
Authorized Agent (if applicable): _____
Mailing Address: P.O. Box 178 Purcellville VA 20134
Daytime Telephone Number (s): 540-338-2632

Project Description

Home 540-338-2632

- ☐ New construction ☐ Addition ☐ Alteration ☐ Accessory Structure ☐ Demolition ☐ Sign
☐ Repainting ☐ Minor Landscaping Structure ☐ CDA Amendment ☒ Other: awning

SIGNS ONLY*: (attached required information for each proposed sign)

- ☐ Master Sign Plan (please attach details for all proposed sign types) Sign Permit #: _____
☐ Individual Sign: ☐ Freestanding ☐ Projecting ☐ Wall ☐ Window ☐ Awning ☐ Canopy
Sign Area: _____ sq. ft. Material: _____ Location of Sign: _____

Contractor: Montgomery Shade & Awning
Address: 6628 E. Electric Ave Phone: 540-347-1941
Warrenton, Va 20187

Written Description Attach additional sheet, if necessary. Describe clearly and in detail the nature of the project, including exact dimensions for materials to be used (e.g., width of siding, windows and window trim, etc.)

Replacement of existing awning with the same existing dimensions and type of material.

Acknowledgement of Responsibility

I understand that all CDA application materials must be complete and must be submitted fourteen (14) days before the BAR meeting date and that I or an authorized representative must be present at the meeting; otherwise consideration will be deferred to the following meeting. I agree to comply with the conditions of this certificate and all other applicable Town regulations and to pursue this project in strict conformance with the plans approved by the BAR. I also understand that the BAR or Town Staff may need to perform an inspection of my property as it relates to this application. I understand that no changes are permitted without prior approval of the Town, and that failure to follow approved plans is a violation of the Purcellville Town Code and Zoning Ordinance.

Signature of Owner or Authorized Agent: Mary Ellen Stover
Printed name: Mary Ellen Stover

See reverse side of this form for required submission materials. Applications will not be accepted for scheduling without all required materials. The submission deadline for complete applications is fourteen days prior to the meeting date.

CDA APPLICATION FORM (page 2 of 3)

MINIMUM SUBMISSION REQUIREMENTS: Please note that all of the following materials must be delivered to the Department of Planning & Zoning **14 days** prior to the BAR meeting or your application will be postponed until the following month's agenda. Include **twelve (12) copies** of the following information. Use the checklist below to ensure the application is complete. (Use N/A if item is not applicable to your project).

- ___ Application. 12 copies of this application form, filled out in its entirety.
- ___ Fee. All applicable fees must be paid to the Town before your agenda item is scheduled.
- ___ Architectural Drawings – **12 full size copies and one 11"x17" copy. FOLDED:**
 - ___ Dimensioned outline of the building
 - ___ Dimensioned elevation of new construction and adjacent existing elevations
 - ___ Site Plan(s) with scale 1/8" = 1' (for new construction and additions)
 - ___ Site Section(s) with scale 1/8" = 1' (when requested by BAR)
- ___ Photographs – For new construction/alterations provide at least 3 views of area, for signs provide one view
- ___ Specifications of Exterior Materials - **Please complete the attached Architectural Materials Checklist.** Specifications to include, but not be limited to: Roofing, siding, windows & doors, trim work, color scheme, chimneys, shutters, utilities and mechanical equipment locations and specifications, exterior lighting, fencing, walls, and paving. (Include **color copies** of manufacturer's specification sheets)
- ___ Signs - Detailed scaled drawing showing style and size of letters, color, sample and type of material, and proposed location on the building elevation, with a photograph of elevation under review (if existing building). **Color copies of the sign face must be provided.**
- ___ Demolition – See Demolition section of *Purcellville Design Guidelines* for requirements.

NOTE: All materials submitted will become the property of the Town of Purcellville.

OFFICE USE ONLY – Date of Application: 1-24-14 **CDA#:** 14-02 **Fee:** N/A **Paid:** N/A

BAR Action: ☐ Approval ☐ Conditional Approval ☐ Denial **Date:** _____

BAR Comments/Conditions: _____

Application Approved: _____ **Date:** _____
Zoning Administrator

If Appealed, Town Council Action: ☐ Approved ☐ Denied **Date:** _____

Town Council Conditions: _____

THIS CERTIFICATE EXPIRES ONE YEAR FROM THE APPROVAL DATE IF THE AUTHORIZED ACTIVITY HAS NOT BEEN COMMENCED AND DILIGENTLY PURSUED. NO DEVIATIONS FROM THE APPROVED PLANS ARE PERMITTED WITHOUT PRIOR APPROVAL OF THE BAR.

FOR MINOR PROJECTS ONLY

Minor Project Exemption Approved: _____ **Date:** _____
Zoning Administrator

THIS EXEMPTION EXPIRES ONE YEAR FROM THE APPROVAL DATE IF THE AUTHORIZED ACTIVITY HAS NOT BEEN COMMENCED AND DILIGENTLY PURSUED. ISSUANCE OF A MINOR PROJECT EXCLUSION SHALL NOT RELIEVE THE APPLICANT, CONTRACTOR, TENANT OR PROPERTY OWNER FROM OBTAINING ANY OTHER REQUIRED PERMIT

Architectural Materials Checklist:

This checklist is intended to assist you in preparing your application to the Board of Architectural Review. This is not intended to replace your application or any other requirements of the Design Guidelines and Standards.

Foundation:

Material (example- Brick, Stone, Concrete, etc) _____

Color: _____

Roofing:

Material: (example- standing seam metal, shingles, shakes, etc) _____

Color: (example- copper, prefinished, painted, etc) _____

Exterior Wall Surfaces:

Material(s): (example - brick, stucco, hardiplank siding, board and batten, etc) _____

Color(s): _____

Windows and Doors:

Window/Door Type: (example: Aluminum storefront, Double Hung, Casement, etc) _____

Window/Door Material: (example: Wood, aluminum clad, vinyl clad, etc) _____

Muntins (example: true divided, simulated divided, etc) _____

Other Materials: (to include but not be limited to Shutters, trim, porches, chimneys, etc)

Material(s): _____

Color(s): _____

For alterations and renovations, if any changes are proposed to an existing structure's materials and/or color scheme please outline them below (attach a separate sheet if needed):

Mayor
Robert W. Lazaro, Jr.

Council
Thomas A. Priscilla, Jr.
James O. Wiley
Joan Lehr
J. Keith Melton, Jr.
John A. Nave
Patrick McConville II



Town Manager
Robert W. Lohr, Jr.

Assistant Town Manager
J. Patrick Childs

221 S. Nursery Avenue
Purcellville, VA 20132
(540) 338-7421
Fax: (540) 338-6205
www.purcellvilleva.gov

MEMORANDUM

TO: Board of Architectural Review
FROM: Daniel Galindo, AICP
SUBJECT: Content of Meeting Minutes
DATE: February 12, 2014

At the Board of Architectural Review's (BAR) December 18, 2013 meeting, the BAR requested that staff revise the minutes of the November 19, 2013 meeting to include a summary of the meeting's discussions. As the BAR is aware, the Town decided to have the Town Clerk prepare meeting minutes for all boards, commissions and similar bodies a few months ago. Subsequently, the reorganization of the Town's Department of Administration has led to the Town Clerk reporting directly to the Town Attorney. After this occurred, the Town Attorney considered the BAR's request and determined that summarizing comments requires some level of analysis and interpretation, which she is uncomfortable with since it can change the meaning of what was said or intended. Community Development staff agreed. The Town Attorney prefers that the Clerk provide minutes that either solely incorporate decisions and motions or are verbatim transcriptions of a meeting. The Town Manager has directed that verbatim minutes are too expensive to produce as a matter of course, particularly given the availability of the audio CDs, but could be produced on occasion.

Alternatively, the Town Attorney did not object to Community Development's suggestion that the Clerk could include a summary of BAR discussions if the Chairman or another board member verbally summarized the discussion prior to any motion. Many members will remember that former Chairman Walt Voskian used to summarize discussions in such a fashion. This may be the most balanced approach to preparing the minutes, while still achieving the goals of the BAR. The Town Manager recently invited the Chair of the BAR, Planning Commission and BZA to meet with Staff to discuss how the Town can better support these groups. Staff recommends that this topic be discussed and a consensus reached at that meeting.

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MEMORANDUM

TO: Board of Architectural Review
FROM: Daniel Galindo, AICP
SUBJECT: Results of Appeals to Town Council Regarding Vineyard Square
DATE: February 11, 2014

BACKGROUND

Chairman Pat Giglio requested that staff provide the Board of Architectural Review (BAR) with the results of the appeals to Town Council regarding the BAR's decisions on Vineyard Square. As members will recall, the BAR conditionally approved demolition applications CDA13-12 and CDA13-18 at its November 19, 2013 meeting. This conditional approval was appealed to Town Council which reversed the BAR's conditions while placing new conditions on the approval of the applications at its December 18, 2013 meeting. The BAR then conditionally approved the design for Vineyard Square (CDA13-11) at its December 19, 2013 meeting, and this conditional approval was also appealed. Town Council affirmed the BAR's conditional approval while modifying many of the conditions.

CDA13-12 & CDA13-18 DEMOLITION APPLICATIONS

BAR Motion (as stated by Chairman Giglio):

"I move the BAR **not** approve the demolition requests for CDA13-12 130 North 21st Street – Main Building and CDA13-[18] (*verbally misstated as CDA13-12*) 138 North 21st Street – the "brick buildings" with the following findings:

1. These buildings are listed as contributing elements within the Purcellville National Register Historic District and possess integrity of design, craftsmanship and materials from their early twentieth-century period of significance that cannot be replicated.
2. These buildings embody the early twentieth-century development of Purcellville's business district and incorporate original period features such as brick facades, storefront windows, period appropriate entry doors, sign bands, and steeped parapet walls which are distinctive architectural elements of Purcellville's downtown and link the design of these buildings with other buildings of the same period on the street which contribute to the historic context of the street.

3. The scale, design and physical relationship of these buildings to other surrounding buildings and their position on the street contribute to the visual quality and historic character of the streetscape characterized by the gradual increase in height of the buildings and the curvature of the street framing views to the depot and mill.

I further move that [the] applicant be required to incorporate the building facades, consisting of the brick portion of these buildings fronting on North 21st into the design of the proposed new construction for CDA13-11 Vineyard Square. Preserving and maintaining the brick facades and all the existing architectural features of these brick buildings and incorporating them into the proposed new construction will maintain the distinctive architecture of the town and historic qualities of [the] streetscape in keeping with the objectives of the Town's historic district Design Guidelines and the Town's Comprehensive Plan."

Board member Dan Piper's friendly amendment:

"For clarity, the façade includes relief items, storefronts, glass, frames, recesses, bands, decorative elements, cornices, pieces of trim that may need to be replaced due to rot or something, but still, that's the façade; it's not just the brick."

Subsequent discussion clarified that only the façades had to be preserved while the remainder of the buildings could be demolished.

Town Council motion (as stated by Councilman Tom Priscilla):

"I move that the Town Council reverse the BAR's decision to deny a certificate of design approval for demolition of the structures located at 130 and 138 N 21st Street for the following reasons:

First, the two part motion included incorporation of the existing building façades into the proposed construction on which the BAR has not yet rendered a determination. The second part of the motion, in my opinion, was not properly before the BAR at the time.

Second, the Town's Zoning Ordinance Article 14A, Section 8.3 Demolition Permit criteria, which is the Town's version of a law, identifies three specific and mandatory criteria which the BAR shall explicitly consider in their review of demolition applications. The BAR motion identified specific consideration of five non-mandatory criteria from the guidelines page 32 only. The adopted design guidelines on page 4 specifically notes: "It is not the intent or the purpose of the guidelines to duplicate or alter the Town's regulations or ordinances. In the case of a conflict, the Town's regulations and ordinances will govern." While the BAR can include evaluation of those advisory guidelines in their decision making process, they must also use the specific mandatory Zoning Ordinance provisions in their action.

Third, as noted in the Virginia Department of Historic Resource files for the properties, the modest detailing on the brick buildings is typical of commercial structures of the late 1930 to 1940 period. Consequently, they do not represent

unique, rare or distinctive architectural elements that cannot be replicated or reproduced only with great difficulty.

Fourth, as noted in the Virginia Department of Historic Resource File for the properties, windows have been added to the front building opening and street access to the rear lot was also closed off with a sliding metal door. Modern windows have been added to at least one structure on both stories as evidenced by the original and modern photographs. A portion of the façade has also been infilled with brick and a modern window. Consequently, the building does not embody the early 20th century development of the business district or incorporate original period features as noted or even link the design with other structures of the same period on the street.

Fifth, the removal of the buildings supports goals, objectives and policies of the Town Comprehensive Plan in the C-4 Zoning District and the redevelopment of an area east of 21st Street, as noted in the Downtown Master Plan.

I further move that the Town Council's approval of a Certificate of Design Approval to demolish the façade and the complete structure at 130 North 21st Street be conditioned upon the issuance of a Certificate of Design Approval and Zoning Permit to construct a new building at 130 North 21st Street, and I further move that the Town Council approval of a Certificate of Design Approval to demolish the structure at 138 North 21st Street be conditioned upon the issuance of a Certificate of Design Approval and Zoning Permit to construct a new building at 138 North 21st Street."

Motion Comparison for CDA13-12 & CDA13-18:

BAR Motion

Façades of 130 and 138 North 21st Street must be preserved and incorporated into the design for Vineyard Square (CDA13-11).

Town Council Motion

Complete demolition of 130 and 138 North 21st Street is authorized *after* a Certificate of Design Approval and Zoning Permit are issued for the construction of a new building at these sites.

CDA13-11 VINEYARD SQUARE

BAR motion (as stated by Chairman Giglio):

"I move the BAR approve CDA 13-11 130 Vineyard Square with the following findings based on the Town's Design Guidelines, Town Code Sec. 54-96 Design Criteria for Architectural Control Overlay Districts, and Zoning Ordinance Article 14A, Section 8 Design Criteria for Historic Corridor Overlay District

1. The height of the proposed building is significantly taller than the adjoining buildings and the majority of buildings within the historic district and as proposed does not blend with neighboring buildings or streetscape as called for in the Design Guidelines (5a, p6) or the Zoning Ordinance (Criteria 1 & 2)
2. The proposed design adopts architectural elements and features which are not compatible with the prevailing and recognized historic architectural

character of the surrounding area. These elements should be eliminated or modified to provide a design that is more in character with the traditional architectural style of downtown Purcellville in conformance with the Design Guidelines (5d(i), p.7 & C1(b), p.10) or the Zoning Ordinance (Criteria 1 & 4).

The following conditions shall apply to the proposed design based on the Town's Design Guidelines, Town Code Sec. 54-96 Design Criteria for Architectural Control Overlay Districts, and Zoning Ordinance Article 14A, Section 8 Design Criteria for Historic Corridor Overlay District

3. The tallest portions of the building forming the corner of North 21st Street and O street shall be no taller than 2-3 stories, measured from the existing grade on 21st Street, to maintain a gradual transition between the proposed building and existing buildings which for the streetscape in conformance with the Design Guidelines (5d.iii, p.7) and the Zoning Ordinance (Criteria 1).
4. The tallest portions of the building comprising the rear (east)elevation shall be no taller than 4 stories as measured from the existing grade on 21st Street to maintain a gradual transition between the proposed building and existing buildings streetscape in conformance with the Guidelines(5d.iii, p.7) and the Zoning Ordinance (Criteria 1). Decreasing the height of the proposed building will allow the building to better blend with neighboring buildings and complement the existing historic streetscape in conformance with the Design Guidelines (5a, p6) and the Zoning Ordinance (Criteria 2)
5. The use of classical columns on the 21st Street Elevation to form an arcade and support a pedimented entry, which the applicant has referenced in discussions as a Jeffersonian Expression, is not in keeping with the historic architectural style of Purcellville's Downtown. The applicant shall eliminate the classical columns and provide an alternative design which is compatible with the prevailing and recognized historic architectural character of Purcellville in conformance with the Design Guidelines (5b, p6 & C1b, p10) and Zoning Ordinance Criteria (Criteria 1)
6. The turned baluster railing detail for the roof deck on the 21st Street elevation is not in keeping with the historic architectural styles or the traditional building forms of Purcellville's Downtown (DG 5b, p6). The applicant shall eliminate the baluster railing and incorporate a parapet wall with stepped cornice to blend with the other buildings in the downtown in conformance with the Design Guidelines (C1b, p10 & 9a, p17) and Zoning Ordinance Criteria (Criteria 1).
7. The Pergola Detail and the Freight Depot expression located on the roof deck on the 21st Street elevation are not in keeping with the historic architectural styles or the traditional building forms of Purcellville's Downtown and should be eliminated in keeping with the Design Guidelines (5b, p6) and Zoning Ordinance (Criteria 1). These elements are visible from the street and detract from the architecture of the building. The Design Guidelines call for the use of "decorative parapets and meaningful cornice lines' to terminate roof lines (9a, p17).

8. The design of the rear elevation, which the applicant has referenced as the Agrarian Expression, introduces exaggerated design element such as craftsman inspired exposed rafters, stylized barn door shutters, a wall of aluminum and glass windows and a corner element terminating in a silo-like roof which are not in keeping with the traditional architecture of Purcellville's downtown (DG 2, p10). The applicant shall eliminate the incompatible elements identified above and redesign the rear elevation with architectural features and elements similar to the North 21st and O Street elevations to provide design continuity around the entire building in conformance with the Design Guidelines (5b, p6) and the Zoning Ordinance (Criteria 4)"

Town Council motion (as stated by Councilman Tom Priscilla):

"I move to affirm the BAR's approval and conditions of CDA 13-11 (including drawings submitted thru December 18, 2013) subject to the following:

- (1) Modify Condition 1 – The portions of the building forming the corner of 21st and "O" Streets shall be no greater than 4 stories, as viewed from the street level on 21st Street, to ***maintain a gradual transition*** between existing buildings on 21st and 23rd Streets and the proposed building. Further, the building elevation shall not exceed **47'6"** as identified on the plans dated December 18, 2013 submitted as part of CDA 13-11.
- (2) Modify Condition 2 – The portions of the building comprising the rear (East) elevation shall be no greater than 5 stories, as viewed from the street level on 21st Street, to ***maintain a gradual transition*** between existing buildings on 21st and 23rd Streets and the proposed building. Further, the building elevation shall not exceed **59'6"** as identified on the plans dated December 18, 2013 submitted as part of CDA 13-11.
- (3) As the Design Guidelines ***encourage the provision of traditional Tuscan or Doric round columns***, and the BAR has previously determined that their use was compatible with ***the prevailing and recognized historic architectural character of the surrounding area***, Condition 3 shall be eliminated.
- (4) As the Design Guidelines identify only that the project should ***give attention to incorporation of decorative parapets and meaningful cornice lines***, rather than require their incorporation, Condition 4 shall be eliminated.
- (5) Modify Condition 5 –
 - a. Item 1 Pergola detail – Retain this aspect of the condition. The applicant has eliminated the element in accordance with the request.
 - b. Item 2 Freight Depot expression – As other buildings on 21st and 23rd Streets, including the Parking Lot Gazebo, Train Station, Dillon Mill, Magnolia's Mill and former Livery Stable, provide similar elements, the expression is ***compatible with the recognized historic architectural character of the surrounding area*** and this aspect of the condition shall be eliminated.

(6) Modify Condition 6 –

- a. Item 1 Agrarian Expression – As other buildings on 21st and 23rd Streets, including the Parking Lot Gazebo, Train Station, Dillon Mill, Magnolia's Mill, former Livery Stable, and the former creamery, evoke an Agrarian Expression, the use of those elements is ***compatible with the recognized historic architectural character of the surrounding area*** and this aspect of the condition shall be eliminated.
- b. Item 2 Silo-like roof – Retain this aspect of the condition. The applicant has eliminated the element in accordance with the request.”

Motion Comparison for CDA13-11:

	<u>BAR Motion</u>	<u>Town Council Motion</u>
Condition 1	<ul style="list-style-type: none"> Tallest portion of building at corner of North 21st and O Street shall be no taller than 2-3 stories from existing grade on 21st Street 	<ul style="list-style-type: none"> Portion of the building forming the corner of 21st and O Streets shall be no greater than 4 stories; building elevation shall not exceed 47’ 6” as identified on plans
Condition 2	<ul style="list-style-type: none"> Tallest portion of the rear elevation shall be no taller than 4 stories as measured from existing grade on 21st Street 	<ul style="list-style-type: none"> Portion of the building comprising the east elevation shall be no greater than 5 stories as viewed from street level on 21st Street; building elevation shall not exceed 59’ 6” as identified on plans
Condition 3	<ul style="list-style-type: none"> Eliminate the classical columns along 21st and provide an alternative design which is compatible with Purcellville 	<ul style="list-style-type: none"> Condition eliminated (classical columns allowed)
Condition 4	<ul style="list-style-type: none"> Eliminate the turned baluster railing and incorporate a parapet wall with step cornice 	<ul style="list-style-type: none"> Condition eliminated (turned baluster railing allowed)
Condition 5	<ul style="list-style-type: none"> Pergola detail and freight depot expressions should be eliminated 	<ul style="list-style-type: none"> Pergola detail eliminated from design; Freight depot expression allowed
Condition 6	<ul style="list-style-type: none"> Eliminate exposed rafters, stylized barn door shutters, wall of aluminum and glass windows, and silo-like roof of the corner element; redesign the rear elevation with features and elements similar to North 21st and O Street elevations 	<ul style="list-style-type: none"> Silo-like roof eliminated from design; all other “agrarian” elements allowed

**MINUTES
BOARD OF ARCHITECTURAL REVIEW
REGULAR MEETING**

**November 19, 2013
7:30PM**

The Regular Meeting of the Purcellville Board of Architectural Review convened at 7:30 p.m. and the following attended:

PRESENT: Pat Giglio, Chairman
Dan Piper, Vice-Chairman
Jim Gloeckner, Board member
Keith Melton, Town Council representative

STAFF: Daniel Galindo, Planner II
Tucker Keller, Planning Technician/Recorder

CALL TO ORDER:

The Regular Meeting of the Board of Architectural Review was called to order at 7:30PM.

PUBLIC COMMENT:

David Lenk of 36975 Charlestown Pike, Hillsboro came forward to speak. Mr. Lenk stated that he does all of his business in Purcellville and cares as much about this Town as he does his own. Mr. Lenk stated that he wants to cheerlead the Board's hard questions that they have asked regarding this development, and he would encourage them to keep asking them. He stated that he is a design professional and has worked with, for and in some cases around architects for 23 years, and he is here on his 60th birthday instead of celebrating because he cares enough about this topic. Mr. Lenk stated that he believes this development represents the leading edge of the tsunami of over scale, mediocre, village center style town centers that litter all of eastern Loudoun County and for that matter most of the United States, and he is very upset to see the possibility of it landing here in Purcellville. He stated that the Board has indicated that the design has too many things going on and is grossly over scale, and he believes that the metaphor of a silo and a trellis are shallow and in his opinion cynical. He stated that one only has to look around this Town to get an idea of what the architecture is about, the recently completed Fire Station on Hirst Road is a good example of someone who paid attention to what he was seeing. He stated that he is not maintaining that any new development should slavishly follow architectural vernacular in a community, but this development didn't even try. Mr. Lenk stated that he is appalled that the Town would create a Historic District and then allow at least half of it to be torn down. He is also appalled that a

nationally known firm Nichols Hardware's concerns have been at best marginalized and perhaps completely ignored by people other than the BAR. To him this does not represent the democratic process, and he would encourage the BAR to keep asking the hard questions.

Coe Eldredge of 194 North 21st Street came forward to speak. Mr. Eldredge stated that he is here in support of the design and believes that it is appropriate for the downtown area.

Bill Murphy of 115 East Main Street came forward to speak. Mr. Murphy stated that his facility is Valley Energy known to many as "the old bank building". Mr. Murphy stated that they abut this property and have had the chance to view it, and he is all in favor of this development.

Aaron McCleary of 151 O Street came forward to speak. Mr. McCleary stated that he grew up in Purcellville and has lived here his whole life and owns a business here in Purcellville. Mr. McCleary stated that his business will be directly affected by this development meaning his building will be torn down. He stated that O Street Studio was created to serve the needs of the younger generations and long standing generations in Purcellville. He stated that there are a lot of gaps in the retail in Purcellville, and they have tried to bridge that gap. There are not many places for the younger kids to hang out. Growing up he hung out at McDonalds, so he believes that, after reviewing this development, it will offer a lot of opportunities for businesses to come into Town to create opportunities for all demographics in Town and would like to voice his support.

Mary Ellen Stover of 120 North 21st Street came forward to speak. Ms. Stover stated that her business property abuts this proposed development, and she does not find that it is compatible at all with the existing buildings and the rest of the street. She stated that she has a letter from the tourist agency, and in there, the Town is complimented for keeping the business district compatible to the Victorian period of the 1930's, the architecture is maintained. Ms. Stover questions whether having underground parking and such a large facility on top that there shouldn't be a civil engineer examining this for the structure of the ground underneath. She stated that other people on Main Street, the dentist and the eye doctor, have been very gracious to comply with the architecture along Main Street, and it's very compatible and very pleasant. She finds it ironic that she is in the process of replacing an awning, and she has to bring in a swatch of material to make sure that the color is perfect. Then she is looking at this design, and she had an architect that was in the shop Friday evening, and he said that this is an architectural Wal-Mart. She has had so many people come in and say that they can't believe that this design is appropriate for where it is supposed to go, and they say "well we moved to Town to get away from this." She feels that if this goes forward it will be an eyesore, and people will think that this is incredulous for something like this to happen in that area.

Donald Nichols of 14016 Mountain Road came forward to speak. Mr. Nichols stated that he was born and raised in Purcellville. He stated that he does not currently live in

Town; however, his father lives in Town and owns Nichols Hardware which was started by his grandfather which is right across the street from where this “monstrosity” is proposed to be built. He stated that his mailing address has been Purcellville for 52 years of the 55 years of his life, and he cares about the Town. When he was in college, this was his home address. Now, he has a farm, so he is living outside of the Town. If the Town would let him have his animals in Town, he would move back, but he cares about the Town. He stated that downtown Purcellville is unique, it’s quirky and interesting but unique, and this proposal is to destroy half of the downtown including buildings that are up to Circa 1920. So destroy them and put up what? Put up this huge thing that is going to stick out. You are going to see it from a distance because it is going to dwarf everything around it, and he doesn’t think it’s going to fit. Mr. Nicholas stated that he is also speaking in part on behalf of his father who has mobility problems and can’t get here. He stated that he is opposed, and it shouldn’t be up to a panel of three people or the Town Council to decide. It should be up to the people of Purcellville to decide if they want this or not.

Sarah Huntington of 18188 Lincoln Road and Sarah Huntington Photography came forward to speak. Ms. Huntington stated that she has lived in Loudoun County for about 25 years. She is not from Loudoun County, but she has documented it over the years and did a film about Nichols Hardware. She feels very strongly about the history of this County and the architectural aspects of it. She stated that she has renovated three properties in this County, and she has jumped through several hoops during every renovation she has ever done and has had to do exactly what the Architectural Review Board asked her to do. She now has a business in downtown Purcellville in the Dental Arts building owned by Dr. Ogilvie; she does not own a building in Purcellville. She does have a business here in Town, and she is concerned. She stated that it is basically a 20th turn of the century architecture in the Town—two to three stories—five to six just does not work. From the photographs that she has seen, she is a fairly aesthetic person, and it does not fit. She is concerned. Ms. Huntington stated that she has no problem with people doing what they need to do with their property and improving it. Ms. Huntington stated that she believes that the building that Mr. Nelis is in right now is quite nice, and it absolutely works. She doesn’t understand why that can’t come right up the street as it is. That is the first thing that she ever saw about this about five years ago and that would look great, but she thinks that what they have projected right now is absolutely out of character with the Town. She is not in favor of it.

Andrew Babb of 18188 Lincoln Road came forward to speak. Mr. Babb stated that he really appreciates property rights and feels like he has spent his whole life working with the Board of Architectural Reviews from Alexandria where he lives and Old Town out and Loudoun County, but you have to have scale. Purcellville is a turn of the century agricultural community; it is not Reston. He believes if Mark and John would work with the community to scale down to find a three story development that would work with Mark’s own office, that would be great. He stated that he appreciates what they are trying to do, and he likes the idea of a hotel. But the architectural thing that has been presented tonight is like making Thomas Jefferson quake in his grave as well as Puladeo.

He stated that the Town is an agricultural turn of the century Virginia town, and we need to go back to that and scale down. God bless their efforts, but let's bring it down.

Rick Rodrigues-McCleary of 201 Orchard Drive came forward to speak. Mr. McCleary stated that he has been a Purcellville resident for 29 years, and he is here to speak in support of the project. He stated that he spends a lot of time downtown in DC. He has clients down in that area and in Arlington, and more than once, they have said "I want to live out there somewhere; where is a good place to go? We want to do a day trip to Middleburg or maybe Shepherds Town." I think what we want to do is make Purcellville a destination. This is the kind of project that is going to bring in the type of businesses where people will want to come out to visit and to add on to other things that are already happening in this Town, so he is speaking in support of the project.

There being no further public comments, the public comments closed.

ACTION ITEMS – ADDITIONS, ALTERATIONS & DEMOLITIONS:

- a) CDA 13-12 – 130 North 21st Street – Main Building Demolition
- b) CDA 13-13 – 130 North 21st Street – Sheds 14 & 15 Demolition
- c) CDA 13-14 – 130 East O Street – Buildings 10-13 Demolition
- d) CDA 13-15 – 130 East O Street – Building 17 Demolition
- e) CDA 13-16 – 130 East O Street – Building 19 Demolition
- f) CDA 13-17 – 130 East O Street – Building 20 Demolition
- g) CDA 13-18 – 138 North 21st Street Demolition
- h) CDA 13-19 – 140-142 North 21st Street Demolition
- i) CDA 13-20 – 144-148 North 21st Street Demolition
- j) CDA 13-21 – 146 North 21st Street Demolition
- k) CDA 13-22 – 151 East O Street Demolition

Mark Nelis of 196 North 21st Street, applicant for the above applications, came forward to speak. Mr. Nelis came forward to give the BAR a brief report regarding the applications.

Chairman Giglio made a motion that the BAR approve the demolition request for CDA 13-13 – 130 North 21st Street Sheds 14 and 15, CDA 13-14 – 130 East O Street Buildings 10-13, CDA 13-15 – 130 East O Street Building 17, CDA 13-16 – 130 East O Street Building 19, CDA 13-17 – 130 East O Street Building 20, CDA 13-21 – 146 North 21st Street and CDA 13-22 – 151 East O Street with the finding that these utilitarian outbuildings, sheds, garages and structures do not possess historical or architectural significance nor do they contribute to the character of the streetscape.

Motion: Chairman Giglio
Second: Board member Piper

Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

Chairman Giglio made a motion that the BAR approve the demolition request for CDA 13-19 – 140-142 North 21st Street main building and CDA 13-20 – 144-148 North 21st Street, the “concrete block buildings,” with the finding that these buildings have been modified over the years and do not possess the same degree of historical or architectural significance as other buildings on the street or represent a unique architectural style. The demolition of these buildings will be contingent upon design approval of CDA 13-11 Vineyard Square.

Motion: Chairman Giglio
Second: Board member Piper
Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

Chairman Giglio made a motion that the BAR not approve the demolition request for CDA 13-12 – 130 North 21st Street the main building and CDA 13-18 – 138 North 21st Street the brick buildings with the following findings:

- 1) These buildings are listed as contributing elements within the Purcellville National Registrar Historic District and possess integrity of design, craftsmanship and materials from their early 20th century period of significance that cannot be replicated; and
- 2) These buildings embody the early 20th century development of Purcellville’s business district and incorporate original period features such as brick facades, storefront windows, period appropriate entry doors, sign bands, and steeped parapet walls which are distinctive architectural elements of Purcellville’s downtown and link the design of these buildings with other buildings of the same period on the street which contribute to the historic context of the street; and
- 3) The scale, design and physical relationship of these buildings to other surrounding buildings and their position on the street contribute to the visual quality and the historic character of the streetscape characterized by the gradual increase in height of the buildings and the curvature of the street framing views of the depot and the mill.

He further motioned that the applicant be required to incorporate the building facades, consisting of the brick portion of these buildings fronting on North 21st Street into the

design of the proposed construction for CDA 13-11 Vineyard Square. Preserving and maintaining the brick facades and all the existing architectural features of these brick buildings incorporating into the proposed new construction will maintain the distinctive architecture of the Town and historic qualities of the streetscape in keeping with the objective of the Town's historic district guidelines and the Town's Comprehensive Plan.

Board member Piper added for clarity that the façade includes relief items, storefronts, glass, frames, recesses, bands, decorative elements, cornices, and pieces of trim that may need to be replaced due to rot; that is the façade not just the brick.

Motion: Chairman Giglio
Second: Board member Glockner
Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

ACTION ITEMS - AMENDMENTS:

None Scheduled

ACTION ITEMS – NEW CONSTRUCTION:

- a) CDA13-11 Vineyard Square (N 21st Street@E “O” Street)

Mr. Nelis came forward to give a brief statement and background information regarding this application.

Mr. James O'Brien with O'Brien and Keene, architect for the project came forward to speak. Mr. O'Brien presented the proposed drawings of the project.

The BAR gave feedback to the owners and architects of this project.

Chairman Giglio made a motion that the BAR table CDA 13-11 Vineyard Square for further consideration and discussion at the December 18, 2013 BAR meeting. He hopes that the applicant will continue to refine their design based on the BAR comments this evening, and they look forward to working with the applicant to further refine it and to get it to something that will be compatible with the existing historic district and the downtown.

Motion: Chairman Giglio
Second: Board member Piper
Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

DISCUSSION ITEMS:

a) None

INFORMATION ITEMS:

None Scheduled

APPROVAL OF MINUTES

Chairman Giglio made a motion to approve the October 10, 2013 minutes as amended.

Motion: Chairman Giglio
Second: Board member Piper
Carried: 3-0-2 with 2 vacancies

Giglio	Aye
Piper	Aye
Glockner	Aye

ADJOURNMENT:

There being no further business the meeting adjourned at 9:50PM

Pat Giglio, Chairman

Jennifer Helbert, Clerk

**MINUTES
BOARD OF ARCHITECTURAL REVIEW
REGULAR MEETING**

**DECEMBER 18, 2013
7:30PM**

The Regular Meeting of the Purcellville Board of Architectural Review convened at 7:30 p.m. and the following attended:

PRESENT: Pat Giglio, Chairman
Dan Piper, Vice-Chairman
Jim Gloecker, Board Member
Greg Wagner, Board Member
Mark Ippoliti, Board Member
Keith Melton, Town Council Representative

STAFF: Patrick Sullivan, Director of Community Development
Daniel Galindo, Planner II
Tucker Keller, Planning Technician/Recorder

CALL TO ORDER:

The Regular Meeting of the Board of Architectural Review was called to order at 7:30PM.

PUBLIC COMMENT:

Beth Mock, owner of A Bane Solutions came forward to speak. Ms. Mock stated that she and her husband have lived in the Town for over 12 years, and each has a business in Town. She is wanting more for the kids to be able to do; an area that is safe that she can take her family to and let them walk in the streets. Kind of like a Reston Town Center Area where she feels safe and there are activities going on in the downtown area. She stated that just this past Sunday she took her elderly mother to downtown Purcellville, the 21st Street area, and they could not find parking. She had to drop her off, and then try to walk into the stores. So it would be nice to have some development down there, and some parking that is safe. She stated that even if you do want to spend money you can't because you can't find a place to park, and if it's raining or snowing or something like that, it's hard to get there. You can park behind Nichols, but then you're walking through the snow and slush and everything. Ms. Mock stated that she wanted to speak about Mr. Chapman. She stated that he is part of the Purcellville Business Association and has done a lot of work in the Town. He has built quality buildings. Their kids Pediatrician is in his building on Hirst Road, so she believes he is a person that can be trusted with developing the area and doing the right thing for the Town of Purcellville. He would be

one of our own someone who is vested in the Town. Ms. Mock stated that no one just hands you money. It takes a lot for a person to want to invest from a business owners stand point because you are not guaranteed to get that return. They are putting a lot up front hoping they can rent those spaces and get people in there and the tax revenue generated for the Town would be wonderful. Ms. Mock stated that this would be a great thing for the Town and for the younger families in Town.

Drew Bab came forward to speak. Mr. Bab stated that he has been talking before Boards of Architectural Reviews since the 70's going back to Alexandria where he renovated a number of houses, and he is not used to talking about moderation. He is used to advocating what he tries to do, but tonight he would like to strike a balance. Mr. Bab stated that what he thinks is great about this project is his admiration of Mark Nelis and John Chapman. He believes they are fine developers. He thinks that the idea of mixed use in Purcellville is great—bringing “livers not just buyers” into the Town, but the most important thing that he can say is that he saw online the 12 greatest developments that never worked this week. There was a word that struck out to him that said overreach for a number of these developments. He stated that the idea was good, but the density, the dimension and the size were too far up, out and back. He admires this development, and he hopes that the BAR can use this idea and bring it back to something that works with Purcellville and the context because that's what we are all about is context. Mr. Bab asked that the BAR urge the developer to compromise and bring it down and bring it back into a reasonable development.

Don Nichols came forward to speak. Mr. Nichols stated that he is the son of Ken Nichols who owns Nichols Hardware which is across the street from the proposed development, and last month he called the project a monstrosity and still believes it is. He stated that it is way too big, it's huge, it's tall, and asked that the BAR think about when you are coming around from Rt. 7 and look down onto 21st Street. You see, on both sides of the road, businesses that are one to two stories high and then suddenly there is going to be a six story thing that will tower above everything and will stick out and not blend in with the architecture that is there now. Mr. Nichols stated that a Historical District was set up and then everything gets changed, and he doesn't quite understand that. If things are going to be changed, then he believes it should be made to look like the stuff around it.

Mike Jarvis came forward to speak. Mr. Jarvis stated that today his son and he saw a historic picture of 21st Street in one of the restaurants, and his son said “well this looks exactly the same today.” He likes that aspect of the Town. He stated that it's the reason he moved to this Town and bought a house here. He stated that he commutes quite a distance to work because he doesn't want to live in a modern urban environment. He stated that he likes the history here and the rural nature of it. Mr. Jarvis stated that there have been a lot of things thrown out one way or another about preserving this, but he believes that as long as the historic cultural and natural feel of this area can be preserved then development is fine. He knows there are people with CAVE which is Citizens Against Virtually Everything, but that is not him. He has looked at different pieces of

this, and the proposed architectural design may not be the best match for the historic district. It seems like it is leaning a little more east like Reston, and as he said, he is not opposed to growth but the question is the growth for whom. This proposal is going to permanently alter the town. He doesn't know if it is compatible with the existing structures and believes it will canyonize a small downtown so there are high vistas. If approved as proposed, he believes it will take away the small town character in terms of the external architectural features just on the mass and dimension alone of what he has seen. The BAR has a tough job, and he appreciates that. Mr. Jarvis stated that it seems to him the question is whether this will make the Town a more attractive and desirable place to live? Is it architecturally harmonious with its surroundings? Are architectural elements in the scale and proportion are they proportional? Does the height conform to accepted architectural principals for design? Mr. Jarvis stated that those were questions they were going to have to answer. He requested that the current proposal be redesigned, reduced in scale, and more consideration be given to surrounding neighbors. People that live in the Town. Mr. Jarvis stated that he does appreciate the fact that people are putting money and interest in this.

Chairman Giglio stated that there are no more public comments. He also stated that this meeting tonight was a continuation of the November meeting where the item was tabled and the applicant was asked to make some changes based on some of the BAR's recommendations where were based on the design guidelines.

Chairman Giglio asked the applicant to point out some of the changes that have been made in response to some of the BAR's recommendations.

Mr. James O'Brien representing O'Brien and Keene came forward to give a brief presentation to the BAR.

Chairman Giglio stated that, at this point, it appears that some of the recommendations that were made by the BAR at the last meeting where not incorporated in these changes, and at this point, he believes there is still a lot of room, based on the Design Guidelines, that could be improved on. One of the big ones is the larger issue of height and scale which has not been addressed in any of the drawings throughout the process and have continued to be a major discussion issue and something that is a concern for both the BAR and also in compliance with the Design Guidelines. He stated that there are opportunities to continue to work with this building to make it fit better with downtown Purcellville and address some of the design issues that they have talked about in the other meeting. At this point, he would like to ask the applicant whether they are willing to continue to work with the BAR to address some of those issues in follow up meetings or where everyone is at this point.

Mr. Nelis stated that the staff report outlined 14 issues to address and to the best of their ability they addressed six or seven of them. He stated that several Board members are design professionals who probably understand the hazards of compromising a design. Sometimes you get to a point where you are better off not moving forward than continue

to compromise. Mr. Nelis stated that he takes exception to the Chairman's comments about the building not being designed on all four sides. He stated that if you stand behind Magnolia's or his building it does not look like the front of the building. Mr. Nelis stated that they need to be able to build a 65 foot building for this project to be successful. He stated that on any other issues they would be happy to continue working with the BAR.

ACTION ITEMS – ADDITIONS, ALTERATIONS & DEMOLITIONS:

None Scheduled

ACTION ITEMS - AMENDMENTS:

None Scheduled

ACTION ITEMS – NEW CONSTRUCTION:

- a) CDA13-11 Vineyard Square (N 21st Street at E "O" Street)

Chairman Giglio stated that he has a motion prepared for this item which he will distribute and read so they can work together to get something that is agreeable and useable. He stated that he has tried to capture all conversations.

Chairman Giglio stated that there was an appeal of the BAR's decision for the retention of several of the brick buildings that were part of 21st Street and the Town Council overturned the BAR's decision so those will not be considered as part of the current design before the BAR.

Chairman Giglio made the following motion:

"I move that the BAR approve CDA 13-11 130 Vineyard Square with the following findings based on the Town's Design Guidelines as well as Town Code Section 54-96 Design Criteria for Architectural Control Overlay Districts and Zoning Ordinance Article 14A, Section 8 Design Criteria for Historic Corridor Overlay District.

The first finding is that the height of the proposed building is significantly taller than the adjoining buildings and the majority of buildings within the Historic District and as proposed does not blend with the neighboring buildings or streetscape as called for in the Design Guidelines (5a, p6) or the Zoning Ordinance (Criteria 1 & 2) and with that I have referenced the appropriate criteria.

The proposed design adopts architectural elements and features which are not compatible with the prevailing and recognized historic architectural character of

the surrounding area. These elements should be eliminated or modified to provide a design that is more in character with the traditional architectural style of downtown Purcellville in conformance with the Design Guidelines (5d(i) p.7 & C1(b)p.10) and the Zoning Ordinance (Criteria 1 & 4).

The following conditions shall apply to the proposed design based on the Town's Design Guidelines, Town Code and Zoning Ordinance criteria for Historic Overlay District.

For height, the tallest portion of the building forming the corner of North 21st Street and O Street shall be no taller than two to three stories, measured from the existing grade on 21st Street, to maintain a gradual transition between the proposed buildings and the existing buildings for the building to be in conformance with the Design Guidelines (5d.iii, p.7) and the Zoning Ordinance (Criteria 1).

The second item is that the tallest portions of the buildings comprising the rear east elevation shall be no taller than four stories, as measured from the existing grade on 21st Street, to maintain a gradual transition between the proposed building and the existing building streetscape in conformance with the Design Guidelines (5d.iii, p.7) and the Zoning Ordinance (Criteria 1). Decreasing the height of the proposed building will allow the building to better blend with neighboring buildings and complement the existing historic streetscape in conformance with the Design Guidelines (5a, p6) and the Zoning Ordinance (Criteria 2).

The use of the classical columns on 21st Street Elevation to form an arcade and support a pediment entry, which the applicant has referenced in discussions as a Jeffersonian expression, is not in keeping with the historic architectural style of Purcellville's downtown. The applicant shall eliminate the classical columns and provide an alternative design which is compatible with the prevailing and recognized historic architecture character of Purcellville in conformance with the Design Guidelines (C1b, p10 & 9a, p17) and the Zoning Ordinance criteria (Criteria 1).

The turned baluster railing detail for the roof deck on 21st Street elevation is not in keeping with the historic architectural styles or the traditional building forms of Purcellville's downtown (DG 5b, p6). The applicant shall eliminate the baluster railing and incorporate a parapet wall with step cornice to better blend with the buildings in downtown in conformance with the Design Guidelines (C1b, p10 & 9a, p17) and Zoning Ordinance (Criteria 1).

The pergola detail and freight depot expression located on the roof deck on the 21st Street elevation are not in keeping with the Historic Architectural styles or the traditional building forms of Purcellville's downtown and should be eliminated in

keeping with the Design Guidelines (5b, p6) and Zoning Ordinance (Criteria 1). These elements are visible from the street and detract from the architecture of the building. The design guidelines call for the use of decorative parapets in meaningful cornices to terminate rooflines (9a, p17).

The final condition is the design of the rear elevation, which the applicant has referenced as the Agrarian Expression, introduces exaggerated design elements such as craftsman inspired exposed rafters, stylized barn door shutters, a wall of aluminum and glass windows, and a corner element terminating in a silo-like roof which are not in keeping with the traditional architecture of Purcellville's downtown (DG 2, p10). The applicant shall eliminate the incompatible elements identified above and redesign the rear elevation with architectural features and elements similar to the North 21st Street and O Street elevations to provide design continuity around the entire building in conformance with the Design Guidelines (5b, p6) and Zoning Ordinance (Criteria 4)."

Motion: Chairman Giglio
Second: Board member Piper
Carried: 4-1 with Wagner voting Nay

DISCUSSION ITEMS:

a) None

INFORMATION ITEMS:

None Scheduled

APPROVAL OF MINUTES

Chairman Giglio requested that the November 19, 2013 be revised to include a summary of the BAR's discussion.

ADJOURNMENT:

There being no further business the meeting adjourned at 8:59PM

Pat Giglio, Chairman

Jennifer Helbert, Clerk